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BOATING 1987

A statistical report on America's top family sport

Prepared by the Marketing Services Department of the NATIONAL MARINE MANUFACTURERS ASSOCIATION.
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ALL INDUSTRY FIGURES ARE ESTIMATES

The IN-USE figures are based on the actual state and Coast Guard registrations and estimates of non-registered boats.

1987 POPULATION ESTIMATES	1987	1986
People Participating in Recreational Boating	69,775,000	69,315,000*
Water Skiers	13,158,000	13,071,000
All Boats In Use	14,835,000	14,318,000*
Outboard Boats Owned	7,787,000	7,597,000*
Inboard Boats Owned (includes auxiliary-powered sailboats)	481,000	464,000*
Non-Powered Sailboats (excluding sailboards)	1,229,000	1,203,000
Inboard/Outdrive Boats	1,208,000	1,084,000*
Deck Boats Owned	157,000	137,000
Houseboats Owned	34,500	33,500
Misc. Craft Owned (canoes, rowboats, dinghies and other craft)	3,938,500	3,799,500
Outboard Motors Owned	10,469,000	10,081,000
Inboard Engines Owned (includes gasoline & diesel marine engines)	2,101,000	1,937,000
Jet Drives Owned	99,000	98,000
Boat Trailers Owned	5,520,000	5,336,000
Marinas, Boatyards, Yacht Clubs Dockominiums, Parks & Other	8,320	N/A

$16,500,000,000 spent at retail during 1987 for new and used boats, motors and engines, accessories, safety equipment, fuel, insurance, docking, maintenance, launching, storage, repairs, and club memberships.

9,876,197 boat registrations as of December 31, 1986 for the U.S. and territories. Of these, 7,597,149 were registered outboard motorboats, and 1,547,974 were registered as either inboard boats, inboard boats, inboard/outdrive boats, or auxiliary powered sailboats, and 731,074 were registered as miscellaneous craft.**

**Revised in 1987.*

***Includes non-powered sailboats, canoes, rowboats, jet boats miscellaneous craft.*

DISTRIBUTION OF REGISTERED BOATS

States	1985	1986	Rank in U.S.
Alabama	233,640	240,100	15
Alaska	27,597	29,134	46
Arizona	111,702	108,166	31
Arkansas	327,226	343,851	9
California	642,987	679,880	2
Colorado	72,415	73,992	34
Connecticut	77,078	81,485	33
Delaware	39,875	42,831	39
Dist. of Columbia	3,381	3,242	52
Florida	537,086	613,532	4
Georgia	241,973	248,479	14
Hawaii	13,418	14,052	50
Idaho	71,148	70,512	35
Illinois	280,996	287,586	11
Indiana	176,887	203,275	20
Iowa	190,118	151,066	23
Kansas	85,018	86,631	32
Kentucky	117,333	119,587	29
Louisiana	315,140	309,477	10
Maine	119,038	115,440	30
Maryland	147,826	150,858	24
Massachusetts	187,822	210,407	18
Michigan	716,925	716,441	1
Minnesota	645,452	655,389	3
Mississippi	130,138	130,573	28
Missouri	277,282	254,166	12
Montana	34,462	35,398	42
Nebraska	49,737	52,749	36
Nevada	33,068	35,033	43
New Hampshire	9,339	9,597	51
New Jersey	141,196	141,655	27
New Mexico	28,260	31,220	45
New York	340,300	358,400	8
North Carolina	218,019	229,758	17
North Dakota	37,598	41,098	40
Ohio	351,394	361,883	7
Oklahoma	193,000	191,103	21
Oregon	143,373	149,970	25
Pennsylvania	229,044	236,455	16
Rhode Island	26,793	28,000	47
South Carolina	233,890	249,113	13
South Dakota	34,299	36,396	41
Tennessee	200,582	207,409	19
Texas	600,499	605,829	5
Utah	47,353	50,483	37
Vermont	31,695	32,580	44
Virginia	157,705	165,818	22
Washington	125,707	142,011	26
West Virginia	40,853	43,194	38
Wisconsin	438,287	452,481	6
Wyoming	20,465	21,000	49
U.S. Territories	27,254	27,412	48
TOTAL	9,583,673	9,876,197	

(+) Registration figures are provided by the U.S. Coast Guard.

THE BOATING MARKET

	1985	1986	1987
Outboard Boats:			
Total Units Sold	305,000	314,000	342,000
Retail Value	$759,450,000	$834,600,000	$1,001,003,000
Average Unit Cost	$2,490	2,658	$2,927
Inboard Boats-Runabouts:			
Total Units Sold	4,500	5,300	6,600
Retail Value	$68,256,000	$85,473,000	$107,382,000
Average Unit Cost	$15,168	$16,127	$16,270
Inboard Boats-Cruisers:			
Total Units Sold	12,200	12,700	13,100
Retail Value	$1,340,780,000	$1,421,130,000	$1,665,860,000
Average Unit Cost	$109,900	$111,900	$127,165
Inboard/Outdrive Boats:			
Total Units Sold	115,000	120,000	144,000
Retail Value	$1,663,360,000	$1,860,960,000	$2,450,160,000
Average Unit Cost	$14,464	$15,508	$17,015
Sailboats/Non-Powered:			
Total Units Sold	34,000	33,300	29,500
Retail Value	$115,430,000	$88,415,000	$75,815,000
Average Unit Cost	$3,395	$2,655	$2,570
Sailboats Aux-Powered: (30 ft. & Under)			
Total Units Sold	1,100	1,100	1,100
Retail Value	$37,335,000	$40,651,000	$39,329,000
Average Unit Cost	$33,941	$36,956	$35,754
Sailboats Aux-Powered: (Over 30 ft.)			
Total Units Sold	2,700	2,800	2,900
Retail Value	$217,620,000	$236,880,000	$267,171,000
Average Unit Cost	$80,600	$84,600	$92,128
Canoes:			
Total Units Sold	78,800	80,200	85,300
Retail Value	$34,987,000	$37,133,000	$40,261,000
Average Unit Cost	$444	1463	$472
Inflatable-Supported Craft:			
Total Units Sold	33,500	30,600	30,200
Retail Value	$33,165,000	$33,385,000	$41,827,000
Average Unit Cost	$990	$1,091	$1,385
Outboard Motors:			
Total Units Sold	392,000	410,00	444,000
Retail Value	$1,319,080,000	$1,463,700,000	$1,725,828,000
Average Unit Cost	$3,365	$3,570	$3,887
Boat Trailers:			
Total Units Sold	192,000	194,000	216,000
Retail Value	$151,680,000	$165,676,000	$188,568,000
Average Unit Cost	$790	$854	$873

U.S. EXPORT-IMPORT OF PLEASURE BOATS

Dollar Volume

	1984	1985	1986
Exports	$65,249,000	$60,596,000	$110,980,000
Imports	$283,519,000	$367,935,000	$395,937,000

ANNUAL RETAIL UNIT ESTIMATES

Calendar Year	Outboard Boats Sold	Inboard Boats Sold	Inboard/ Outdrive Boats Sold	Non-Powered Sailboats Sold	Auxiliary Sailboats Sold	Canoes Sold	Inflatable Boats Sold	Sailboards Sold	Total All Boats	Boat Trailers Sold	Outboard Motors Sold	I/O And Inboard Engines Sold
1968	283,000	35,000	42,000		27,300*	92,000			**479,300**	200,000	500,000	80,000
1969	310,000	31,500	49,000		45,000*	42,000			**477,500**	235,000	510,000	92,000
1970	276,000	26,500	43,000		51,000*	40,000			**436,500**	213,000	430,000	86,000
1971	278,000	22,500	44,000		59,000*	44,000			**447,500**	220,000	495,000	88,000
1972	375,000	23,000	63,000		114,000*	56,000			**631,000**	265,000	535,000	109,000
1973	448,000	12,000	78,000		120,000*	68,000			**726,000**	330,000	585,000	113,000
1974	425,000	11,000	70,000	140,000	3,000	80,000			**729,000**	325,000	545,000	105,000
1975	328,000	10,200	70,000	105,000	2,850	76,000			**529,050**	255,000	435,000	103,000
1976	341,000	11,000	80,000	86,000	2,900	77,000			**597,900**	285,000	468,000	117,000
1977	336,000	11,500	84,000	55,000	3,050	82,000			**571,550**	276,000	462,000	123,000
1978	331,000	12,100	90,000	60,000	3,200	80,000		8,000	**584,000**	280,000	450,000	128,000
1979	322,000	12,600	89,000	67,000	4,900	90,000	16,170	13,000	**614,670**	276,000	375,000	135,000
1980	290,000	8,200	56,000	69,000	4,100	105,000	16,400	21,000	**559,700**	176,000	315,000	87,750
1981	281,000	8,400	51,000	73,000	4,100	126,000	20,000	31,000	**594,500**	190,000	318,000	81,500
1982	236,000	8,325	55,000	50,000	3,400	101,000	18,800	27,000	**499,525**	160,000	293,000	85,650
1983	273,000	11,385	79,000	40,000	3,740	107,000	23,600	33,000	**570,725**	184,000	337,000	104,125
1984	317,000	15,280	108,000	36,600	4,150	103,000	30,700	43,000	**657,730**	200,000	411,000	148,000
1985	305,000	16,700	115,000	34,000	3,800	78,800	33,500	50,000	**636,800**	192,000	392,000	155,000
1986	314,000	18,000	120,000	33,300	3,900	80,200	30,600	60,000	**660,000**	194,000	410,000	161,900
1987	342,000	19,700	144,000	29,500	4,000	85,300	30,200	70,000	**724,700**	216,000	444,000	210,800

*Unit volume includes all types of sailboats.

STATE DISTRIBUTION OF 1986 BOAT, MOTOR, TRAILER AND ACCESSORY PURCHASES

States (+)	Boats*	Outboard Motors	Boat Trailers	Marine Accessories
Alabama	$ 39,432,000	$ 29,127,000	$ 3,644,000	$ 24,207,000
Arizona	39,541,000	24,443,000	3,131,000	11,574,000
Arkansas	12,588,000	17,418,000	1,607,000	33,901,000
California	272,408,000	101,873,000	11,597,000	66,613,000
Colorado	24,638,000	10,245,000	1,656,000	7,504,000
Connecticut	124,115,000	33,518,000	2,650,000	7,990,000
Delaware	10,396,000	7,172,000	16,000	4,128,000
Washington D.C.	4,173,000	439,000	66,000	346,000
Florida	567,106,000	131,147,000	14,579,000	55,643,000
Georgia	81,611,000	33,518,000	4,307,000	25,069,000
Idaho	12,304,000	5,708,000	828,000	7,376,000
Illinois	130,856,000	74,502,000	9,112,000	29,108,000
Indiana	84,466,000	43,911,000	5,964,000	18,326,000
Iowa	31,100,000	23,419,000	2,650,000	19,693,000
Kansas	12,597,000	14,637,000	1,988,000	8,811,000
Kentucky	32,572,000	23,419,000	2,650,000	12,158,000
Louisiana	48,215,000	46,838,000	5,467,000	32,653,000
Maine	29,218,000	8,782,000	994,000	12,336,000
Maryland	227,715,000	19,028,000	1,822,000	15,316,000
Massachusetts	192,019,000	35,128,000	1,822,000	19,455,000
Michigan	426,927,000	60,441,000	7,614,000	66,953,000
Minnesota	115,573,000	86,358,000	10,271,000	66,871,000
Mississippi	10,954,000	8,782,000	994,000	13,485,000
Missouri	83,638,000	55,620,000	7,455,000	28,732,000
Montana	9,755,000	2,781,000	497,000	3,574,000
Nebraska	8,336,000	4,391,000	994,000	5,148,000
Nevada	19,321,000	2,927,000	662,000	3.425,000
New Hampshire	37,714,000	7,318,000	497,000	970,000
New Jersey	202,476,000	24,736,000	2,319,000	14,623,000
New Mexico	6,298,000	4,391,000	662,000	2,930,000
New York	467,975,000	68,208,000	4,970,000	35,257,000
North Carolina	81,074,000	32,201,000	3,976,000	22,584,000
North Dakota	10,294,000	8,782,000	994,000	3,891,000
Ohio	233,071,000	35,128,000	5,301,000	36,405,000
Oklahoma	26,401,000	17,564,000	2,153,000	20,000,000
Oregon	36,990,000	24,736,000	2,153,000	14,851,000
Pennsylvania	100,873,000	40,983,000	4,307,000	23,732,000
Rhode Island	41,894,000	8,782,000	331,000	2,772,000
South Carolina	53,162,000	21,955,000	2,319,000	24,227,000
South Dakota	8,346,000	14,637,000	1,656,000	3,554,000
Tennessee	48,744,000	21,955,000	2,319,000	20,782,000
Texas	178,894,000	70,725,000	8,958,000	73,825,000
Utah	27,025,000	7,318,000	662,000	4,910,000
Vermont	25,772,000	4,391,000	331,000	3,287,000
Virginia	98,371,000	30,591,000	3,479,000	16,336,000
Washington	97,343,000	36,592,000	4,141,000	13,019,000
West Virginia	16,130,000	7,318,000	994,000	4,227,000
Wisconsin	111,655,000	68,354,000	7,786,000	45,405,000
Wyoming	6,033,000	1,463,000	331,000	2,118,000
Total	**$4,568,109,000**	**$1,463,700,000**	**$165,676,000**	**$990,100,000**

*Retail values for inboard boats, inboard/outdrive boats, outboard boats and auxiliary and non-powered sailboats.
(+) Estimates not available for Alaska and Hawaii.

ESTIMATED
RETAIL EXPENDITURE ON BOATING

1955	$ 1,230,000,000
1960	$ 2,525,000,000
1964	$ 2,605,000,000
1965	$ 2,683,000,000
1966	$ 2,817,000,000
1967	$ 3,100,000,000
1968	$ 3,150,000,000
1969	$ 3,292,000,000
1970	$ 3,440,000,000
1971	$ 3,610,000,000
1972	$ 3,900,000,000
1973	$ 4,245,000,000
1974	$ 4,607,000,000
1975	$ 4,800,000,000
1976	$ 5,333,000,000
1977	$ 5,920,000,000
197[illegible]	6,690,000,000
197[illegible]	7,500,000,000
198[illegible]	7,370,000,000
198[illegible]	8,250,000,000
198[illegible]	8,100,000,000
1983	9,375,000,000
1984	12,340,000,000
1985	13,284,000,000
1986	14,479,000,000
1987	6,500,000,000

ESTIMATED
RECREATIONAL BOATS OWNED

1913	400,000
1930	1,500,000
1950	3,510,000
1961	7,175,000
1970	8,814,000
1974	9,615,000
1975	9,740,000
1976	10,105,000
1977	10,515,000
1978	11,270,000
1979	11,625,000
1980	11,832,000
1981	12,495,000
1982	12,820,000
1983	13,041,000
1984	13,455,000
1985	13,778,000
1986	14,318,000
1987	14,835,000